

Public Attitudes and Image of Arts and Culture in San Antonio

Bexar Countywide Research Study
Conducted for
City of San Antonio
Office of Cultural Affairs
November 2004

Background & Objectives

Study sponsored by The Office of Cultural Affairs and The Cultural Collaborative to...

- **Gain insight into public perceptions of Arts and Culture in the community**
- **Assess public participation in cultural activities and support of arts organizations**
- **Evaluate public opinion of art and music education in area schools**
- **Measure public attitudes with regard to government support of art and culture in San Antonio**
- **Gauge public willingness to support additional taxation for the benefit of community arts and cultural initiatives**

Methodology



- **Probability telephone sample of Bexar county adults (18 yrs+)**
- **Random household selector utilized**
- **Questionnaires conducted in English and Spanish**
- **500 telephone surveys averaging 19 minutes in length**
- **Statistically projectable to the entire population (+/- 4% error at the 95% confidence level)**

Data Analysis

- **Probability telephone sampling provides a representative sample very close to the population's true census demographic profile:**

GENDER	
Male	43%
Female	57%

AGE	
18-24	10%
25-34	18%
35-44	20%
45-54	20%
55-64	18%
65 or older	13%

ETHNICITY	
Anglo	41%
African-American	6%
Hispanic	50%
Other	3%
Refused	1%

Data Analysis

- To correct for slight under or over representation of certain sub-groups, study results are further “weighted” using weight factors or coefficients calculated from known demographic values provided by census data.

GENDER	
Male	49%
Female	51%

AGE	
18-24	16%
25-34	22%
35-44	22%
45-54	16%
55-64	10%
65 or older	13%

ETHNICITY	
Anglo	33%
African-American	7%
Hispanic	56%
Other	3%
Refused	1%

- This provides data that is balanced by these key demographic values to be a more accurate representation of public opinion

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Demographics

- Additional demographics were collected to provide insight into how public attitudes vary by other socio-economic characteristics

INCOME	
Less than \$25,000	18%
\$25,000-\$34,999	16%
\$35,000-\$49,999	16%
\$50,000-\$74,999	18%
\$75,000-\$99,999	11%
\$100,000 +	10%
Refused	11%

EDUCATION	
Some high school or less	7%
High school graduate	19%
Some college	29%
Technical school	3%
College graduate	27%
Post-graduate work	14%
Refused	1%

# ADULTS IN HOUSE	
One	23%
Two	54%
Three	16%
Four	5%
Five +	2%

# CHILDREN IN HOUSE	
None	50%
One	19%
Two	20%
Three	8%
Four +	4%

Demographics

- **Additional demographics were collected to provide insight into how public attitudes vary by other socio-economic characteristics**

Average Residency in Bexar County: 23.4 yrs

Registered to vote

Yes	86%
No	12%

Voted in last city or county election

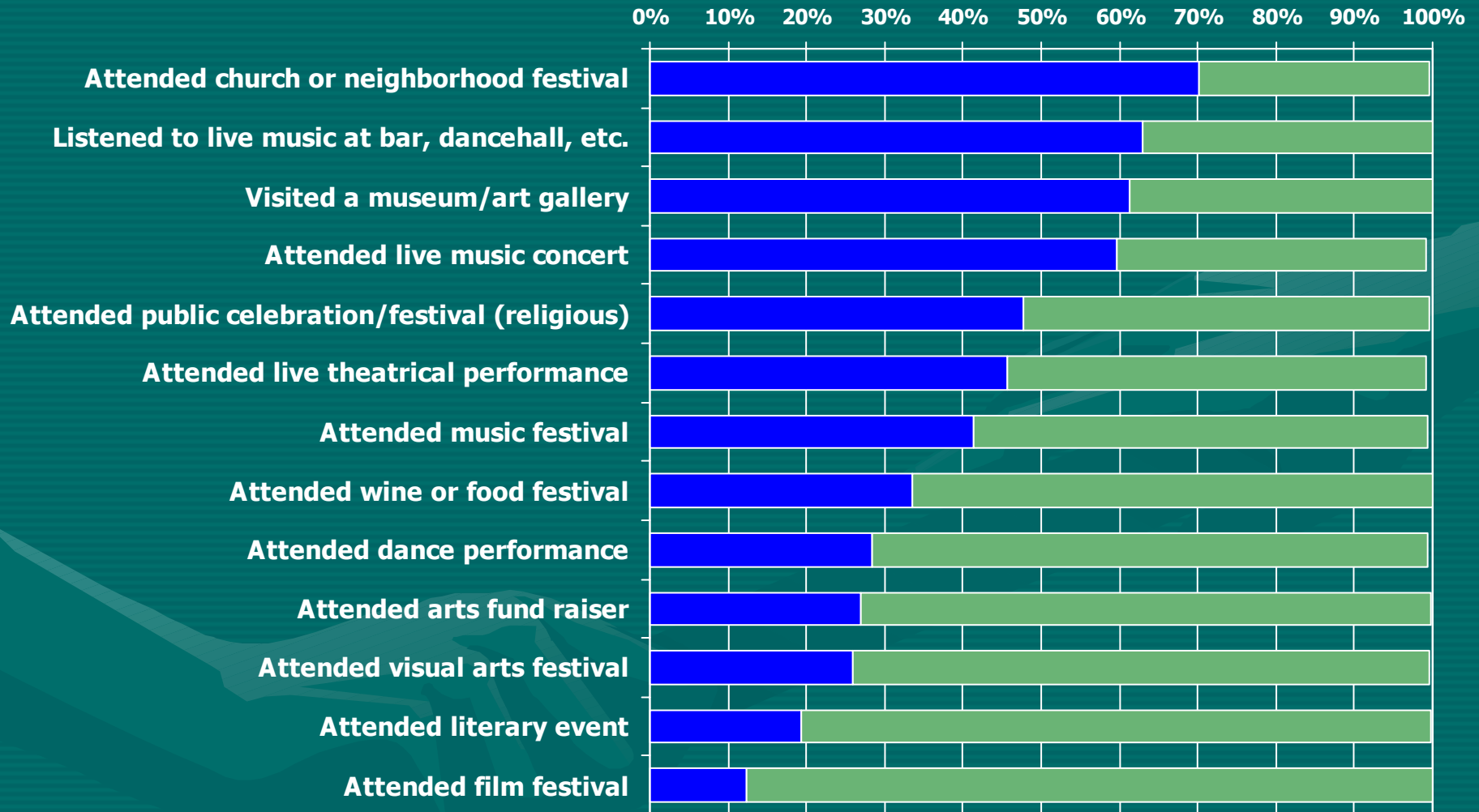
Yes	55%
No	42%
DK/Refused	3%

Participation in Arts Activities

(% of those participating in activity in past year n = 507)

■ Participants

■ Non- Participants

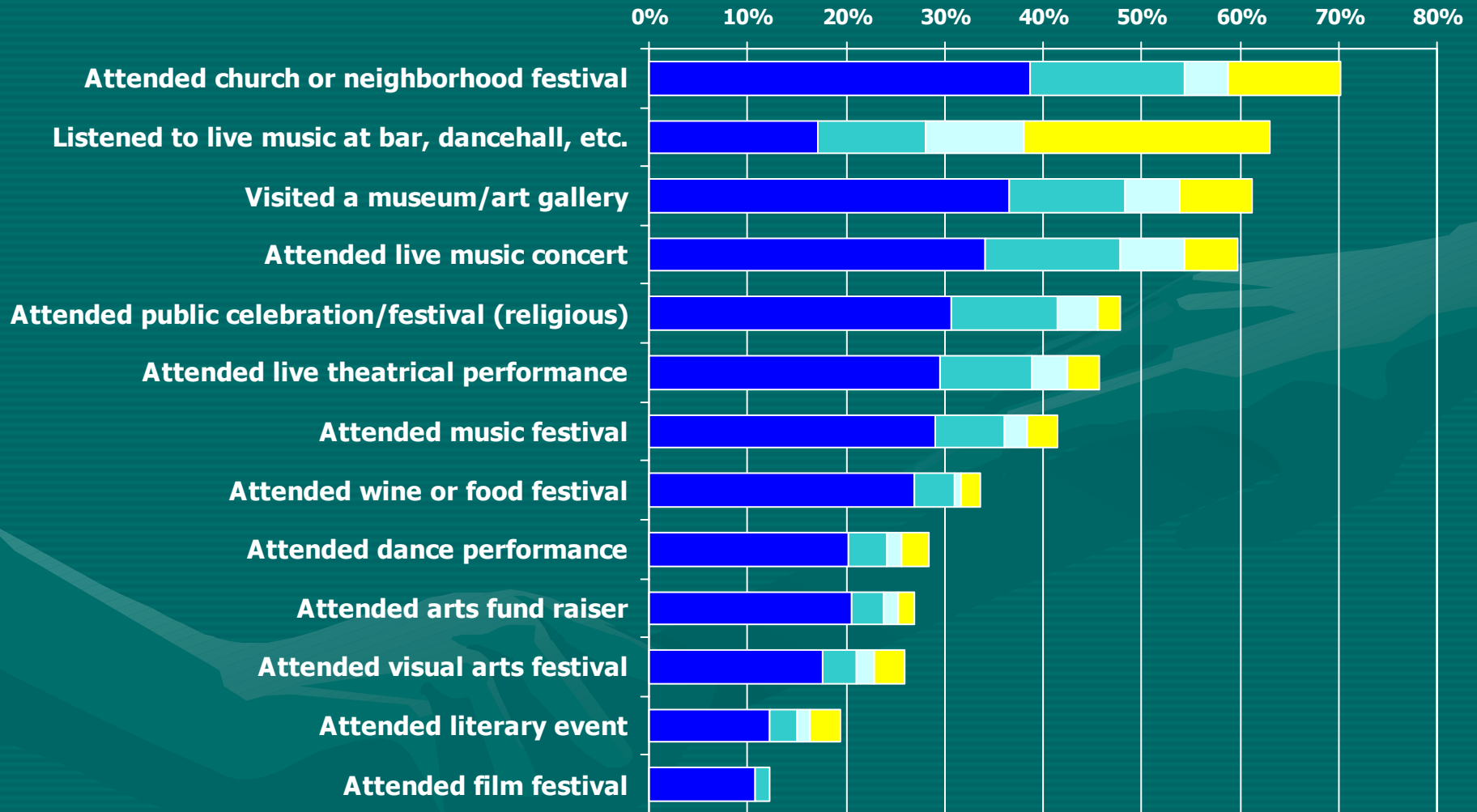


Note: Bars may not equal 100% due to exclusion of Don't Know responses

Frequency of Participation in Arts Activities

(Base = number participating 1+ times in past year)

■ 1 to 2 times ■ 3 to 4 times ■ 5 to 6 times ■ More than 6 times



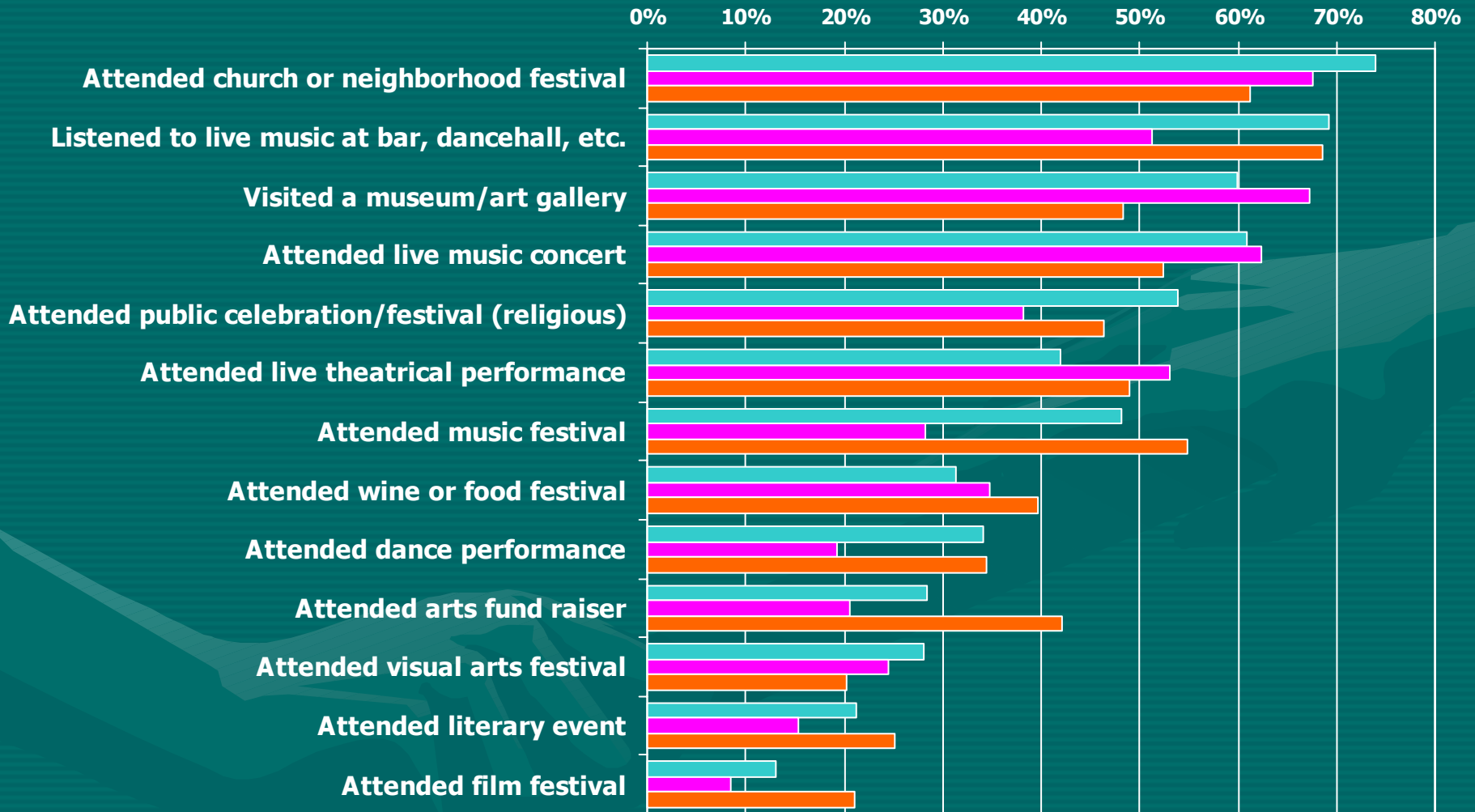
Participation in Arts Activities by Ethnicity

(Base = number participating 1+ times in past year)

Hispanic

Anglo

Afr. Am. & Other



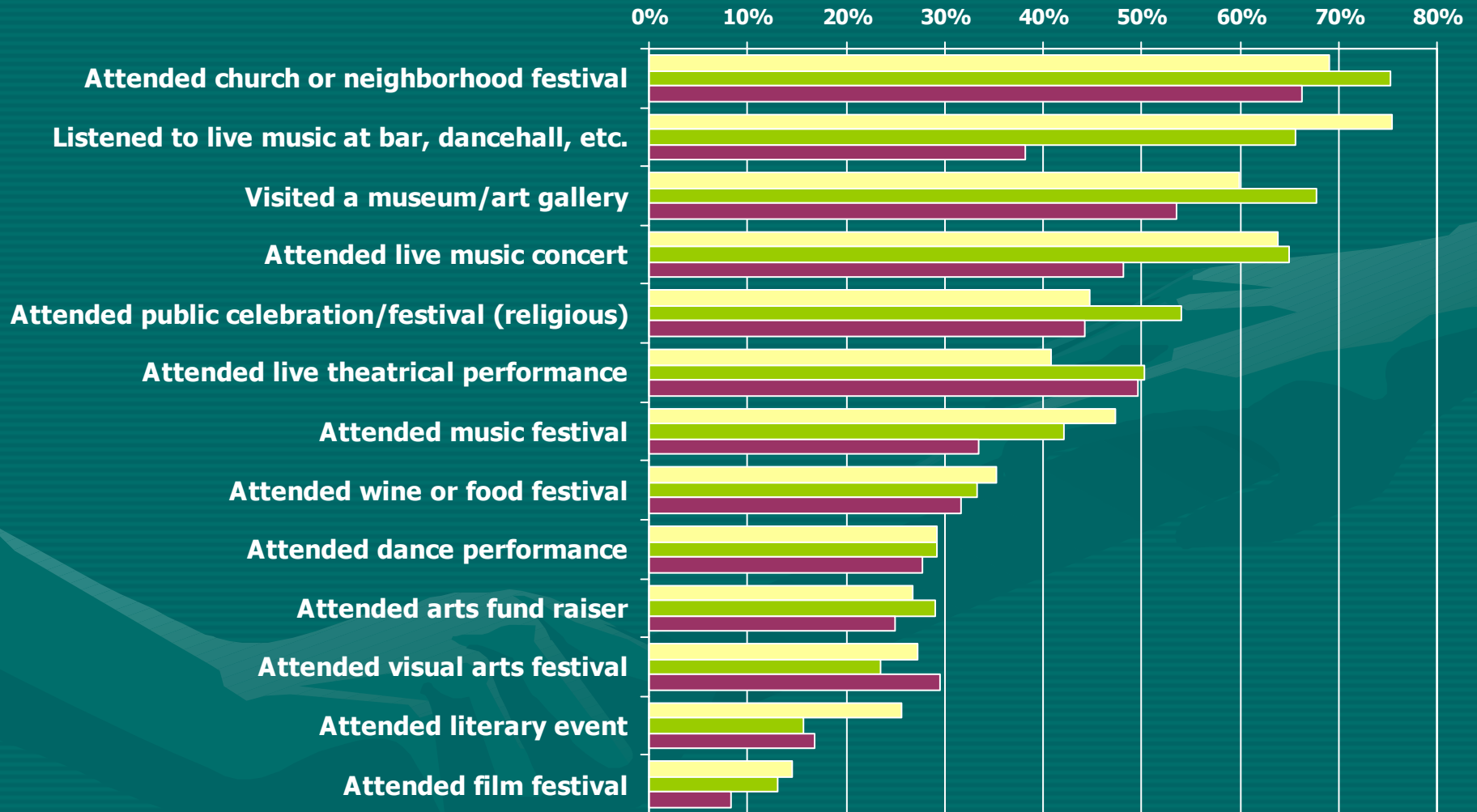
Participation in Arts Activities by Age

(Base = number participating 1+ times in past year)

■ 18-34 yrs

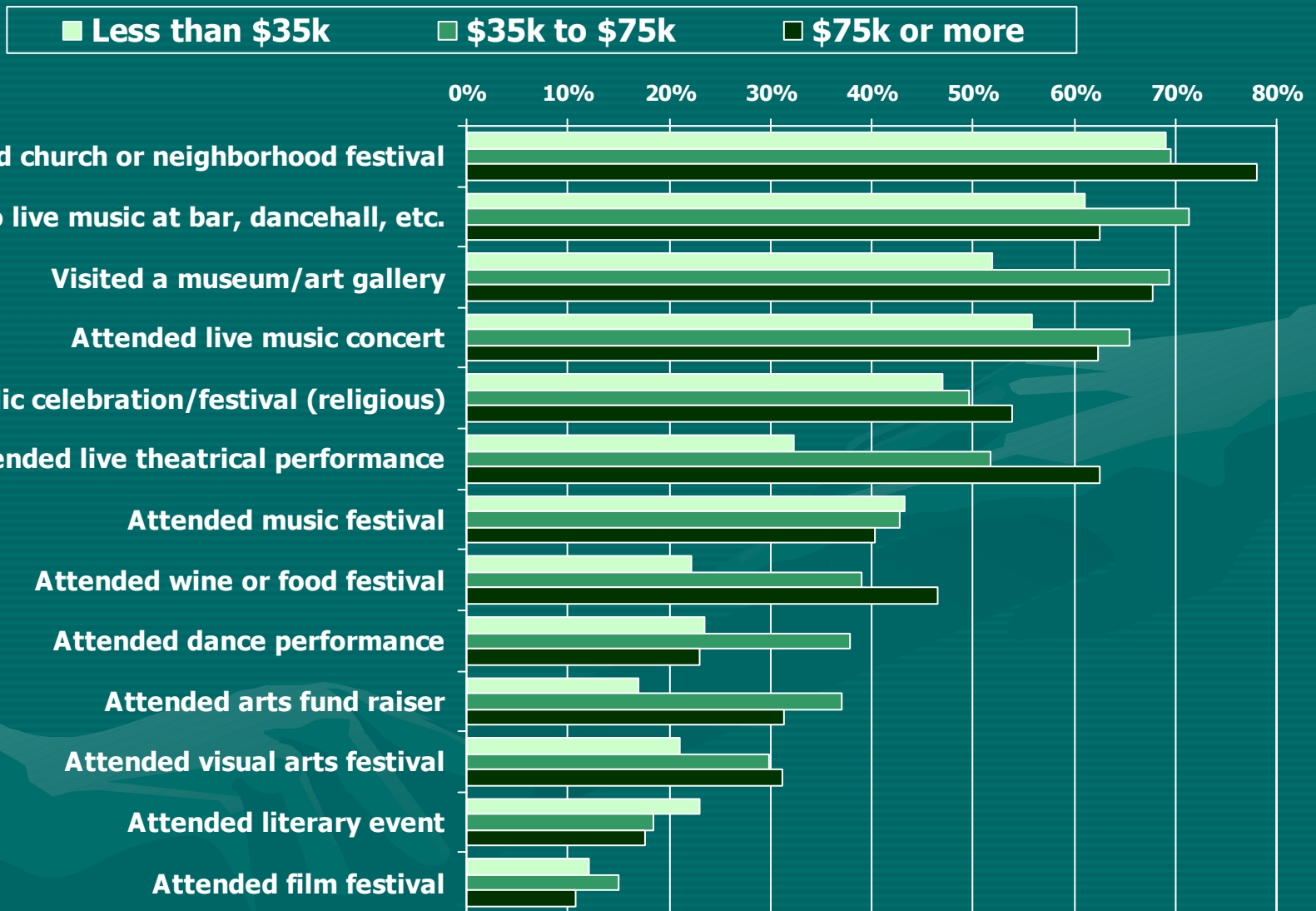
■ 35-54 yrs

■ 55 yrs +



Participation in Arts Activities by Income

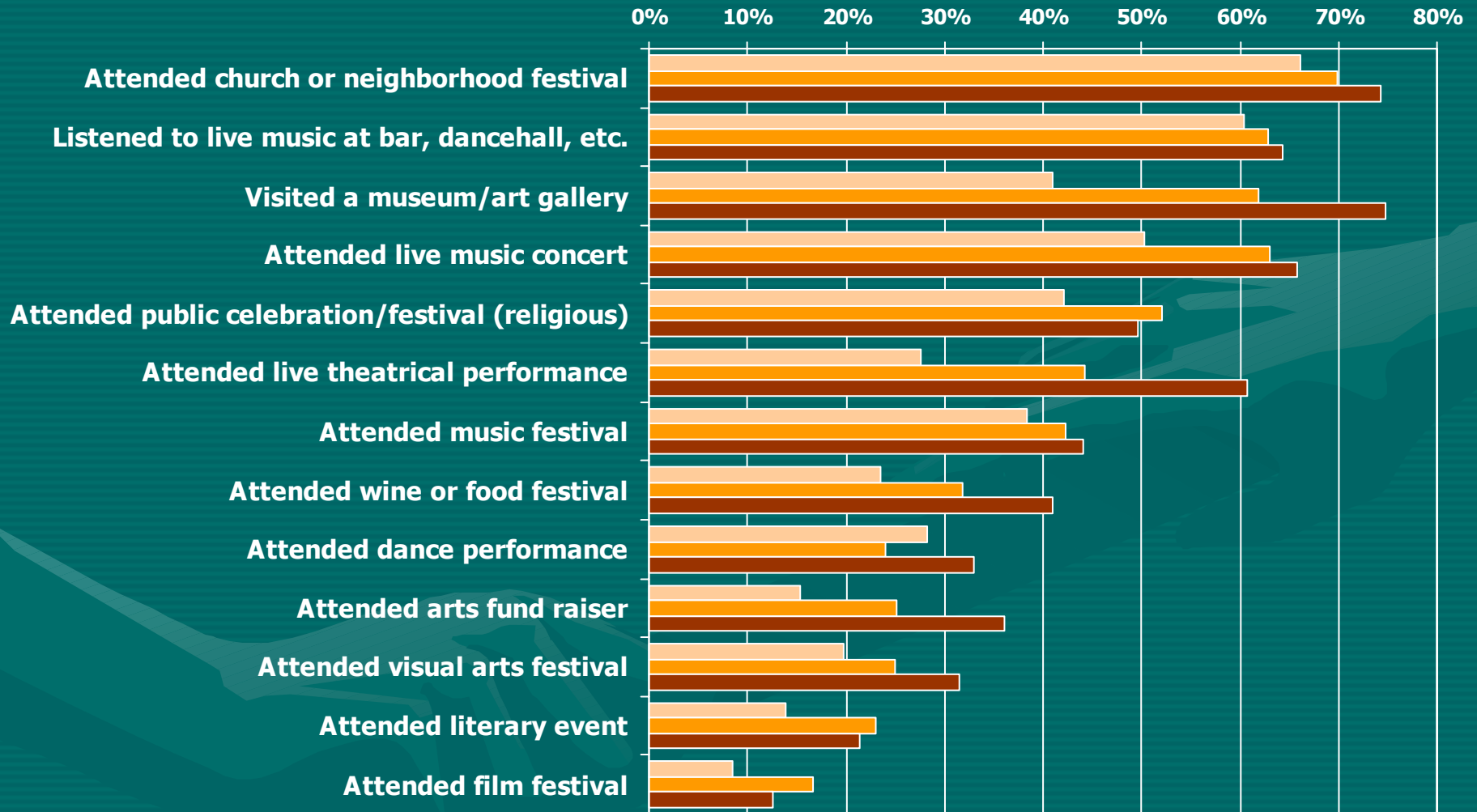
(Base = number participating 1+ times in past year)



Participation in Arts Activities by Education

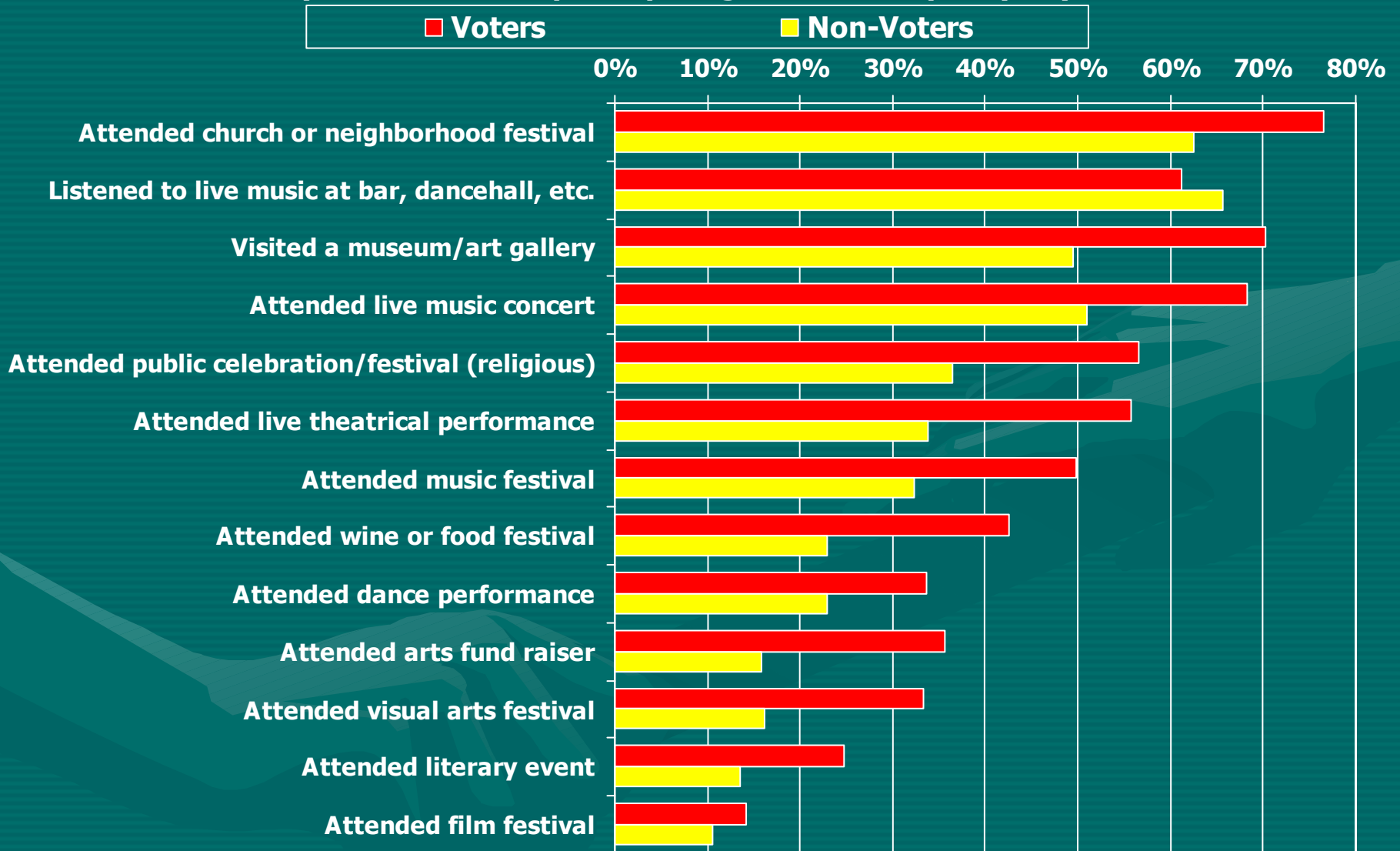
(Base = number participating 1+ times in past year)

■ HS/Tech or less ■ Some College ■ College Degree or more



Participation in Arts Activities by Voted/Not-Voted in Last Election

(Base = number participating 1+ times in past year)



Other Cultural Activities and Events

Respondents named a variety of other art-related or cultural events besides those specified in the questionnaire.

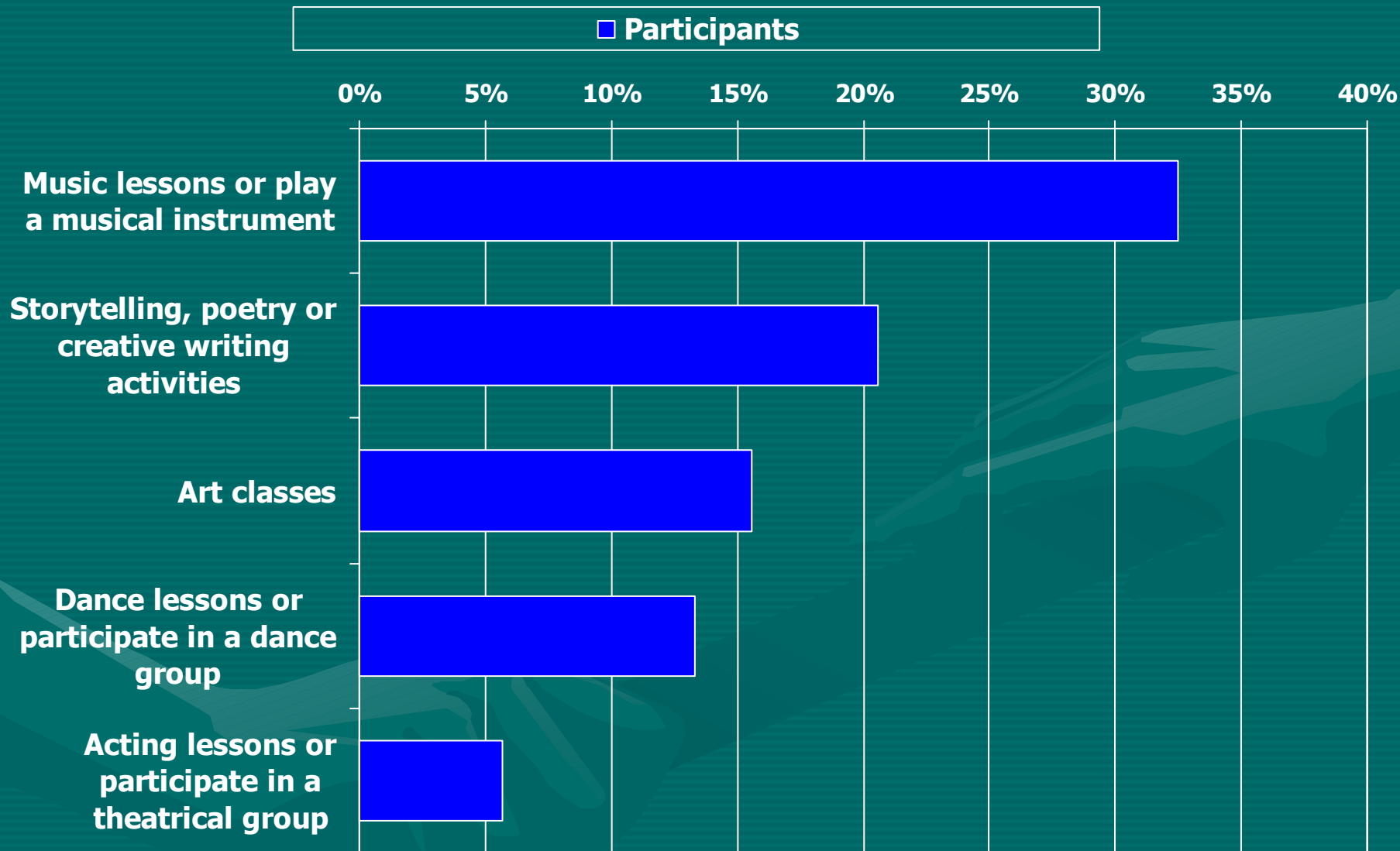
No specified activity received more than 2 or 3 mentions but the diversity of named activities is illustrative of the wide range of activities that people associate with “art and culture.”

Examples of other events specified include:

- Craft fairs at local high schools
- Car shows at local San Antonio parks
- Dog shows
- City recreation talent competitions for children
- Mural blessings around downtown areas
- Sunday afternoon art walk with Olmos Park Terrace Assoc.
- Urban spaces tour

Children's Participation in Arts Activities

(% of those w/children at home <18 yrs n = 254)



Children's Participation in Arts Activities by Respondent Ethnicity

(% of those w/children at home <18 yrs n = 254)

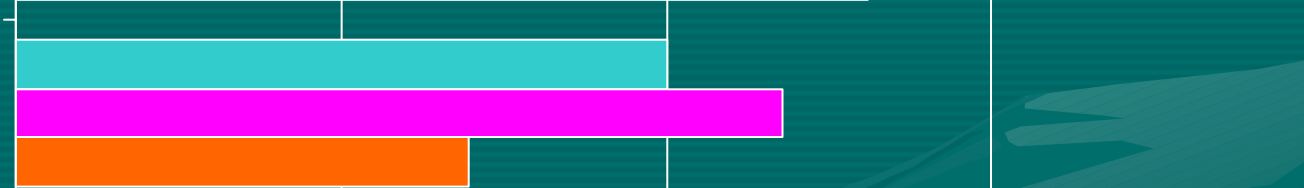
Hispanic Anglo Afr. Am. & Other

0% 10% 20% 30% 40%

Music lessons or play
a musical instrument



Storytelling, poetry or
creative writing
activities



Art classes



Dance lessons or
participate in a dance
group

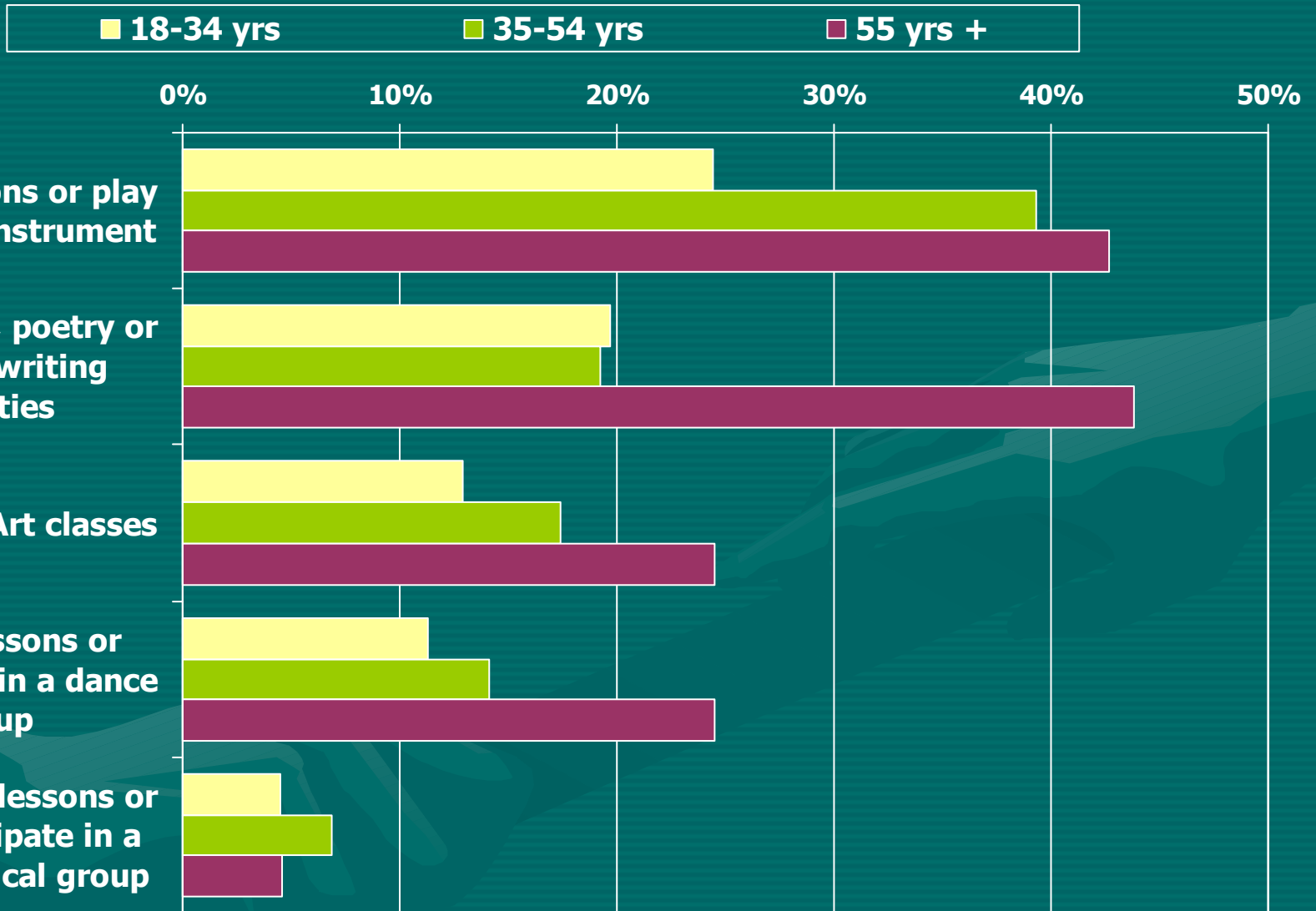


Acting lessons or
participate in a
theatrical group



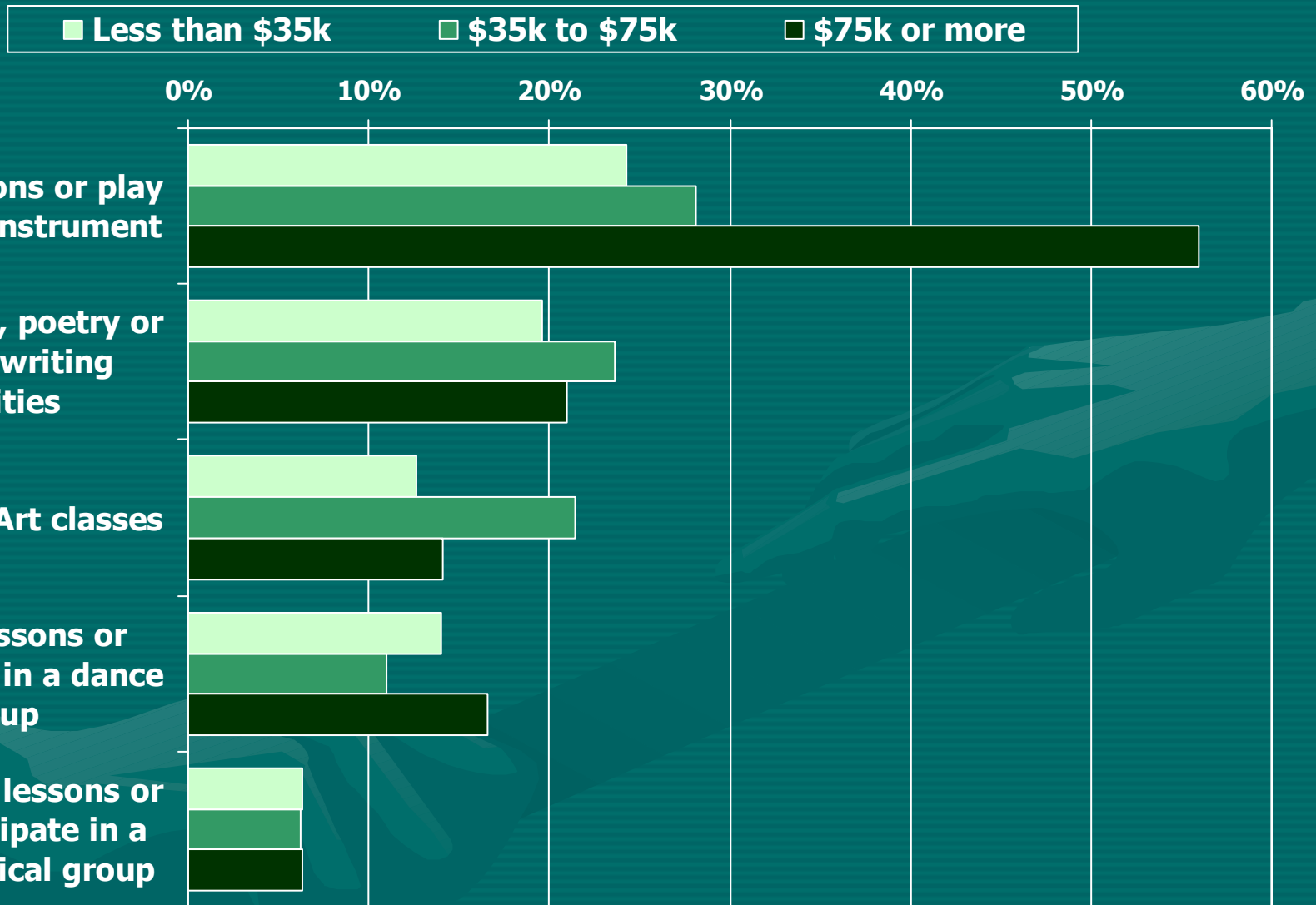
Children's Participation in Arts Activities by Respondent Age

(% of those w/children at home <18 yrs n = 254)



Children's Participation in Arts Activities by Household Income

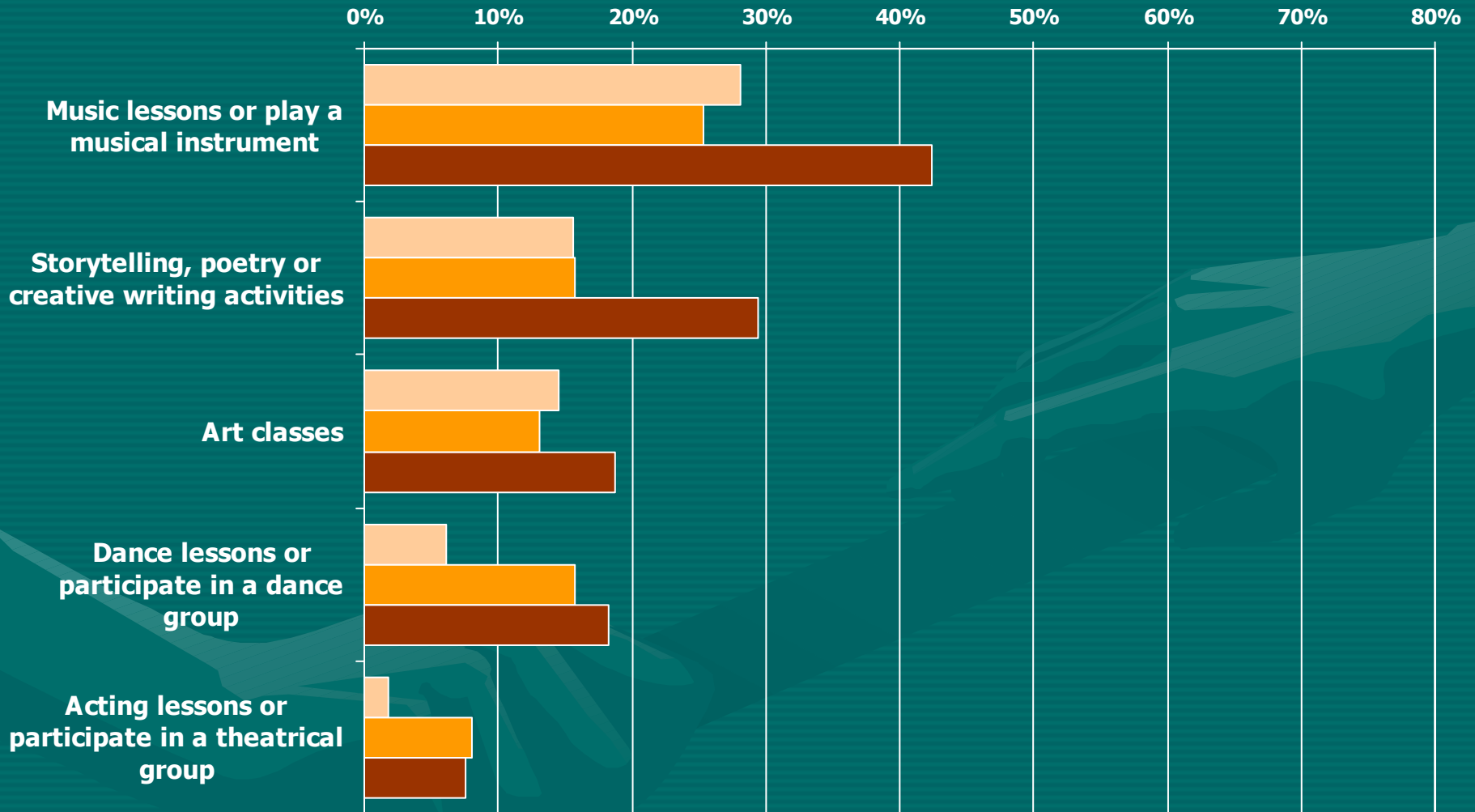
(% of those w/children at home <18 yrs n = 254)



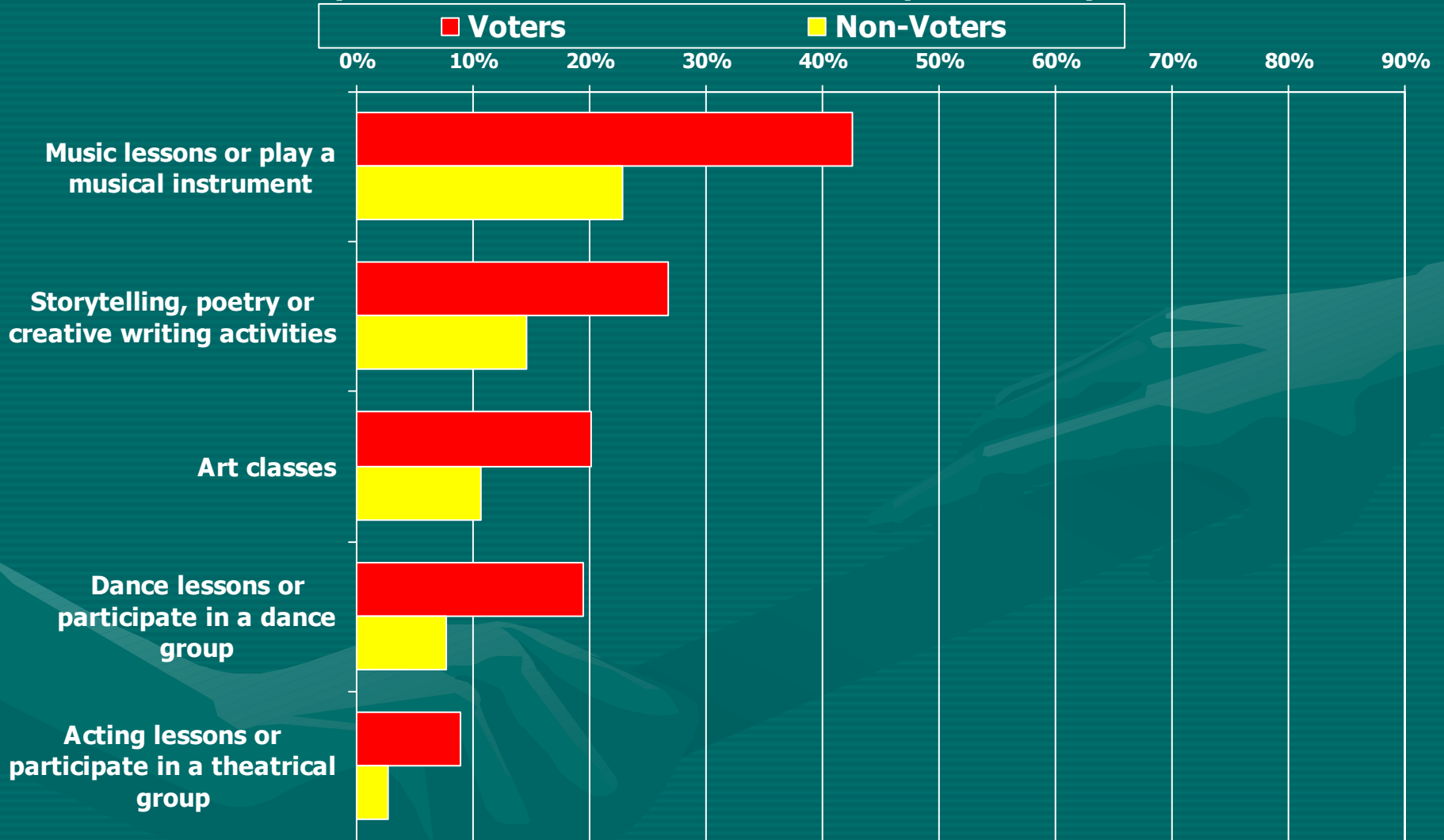
Children's Participation in Arts Activities by respondent Education

(% of those w/children at home <18 yrs n = 254)

■ HS/Tech or less ■ Some College ■ College Degree or more



Children's Participation in Arts Activities by Respondent Vote History in Last Election (% of those w/children at home <18 yrs n = 254)

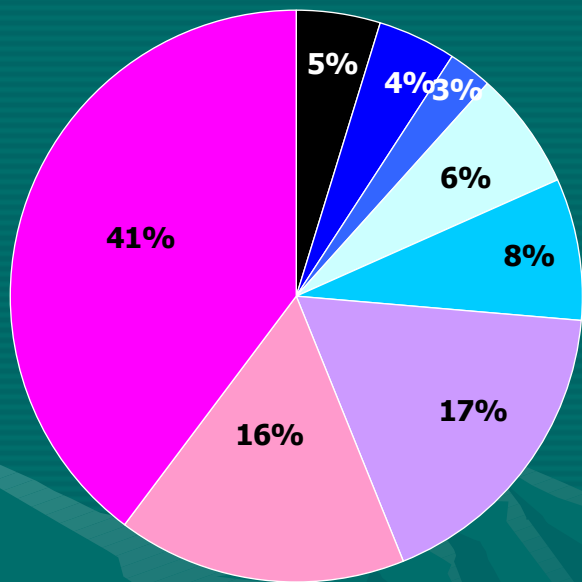


Perceptions of the Importance of Art Education

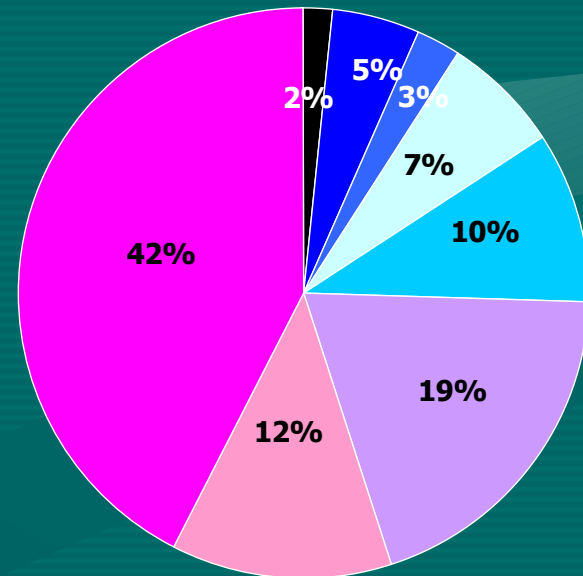
(% by importance rating on a 7-point importance scale n = 507)

"How important do you think it is that..."

"The public schools provide more instruction and courses in the arts and on music education than they do currently?"



"The public schools redirect more of their existing budgets into art and music education without raising taxes?"

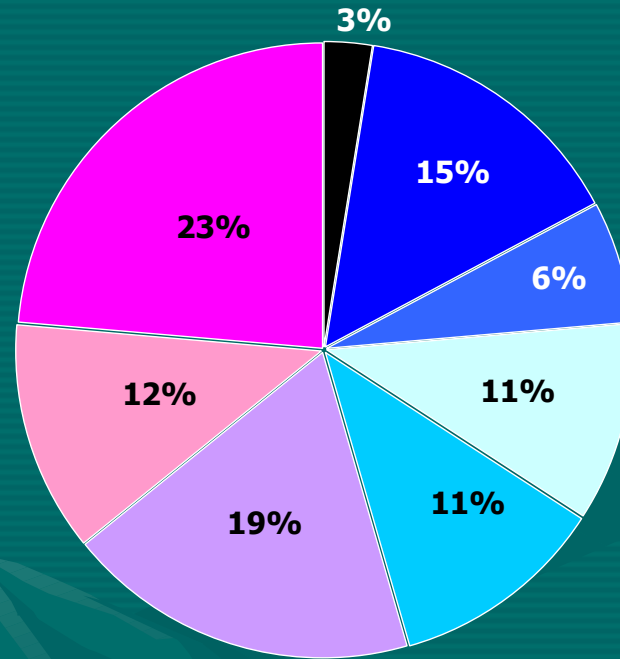


Perceptions of the Importance of Art Education

(% by strength of agreement with statement 7-point agreement scale n = 507)

"How important do you think it is that..."

"Additional school taxes be raised to provide for more art and music education?"



**Don't
Know**

**Not At All
Important**

**Very
Important**

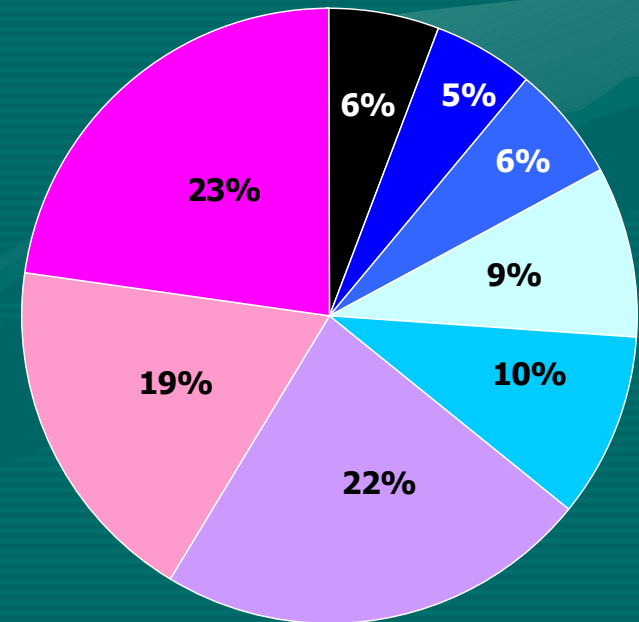
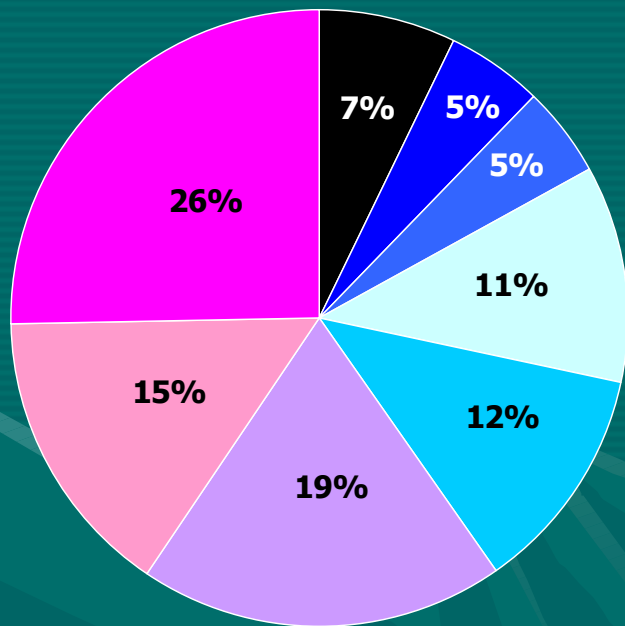
Perceptions of San Antonio's Cultural Environment

(% by strength of agreement with statement 7-point agreement scale n = 507)

"How strongly do you agree or disagree with the statement that..."

"San Antonio provides a much richer artistic and cultural environment than most major Texas cities"

"The architecture, public spaces and overall urban design in San Antonio is much better and more culturally appealing than other major Texas cities."

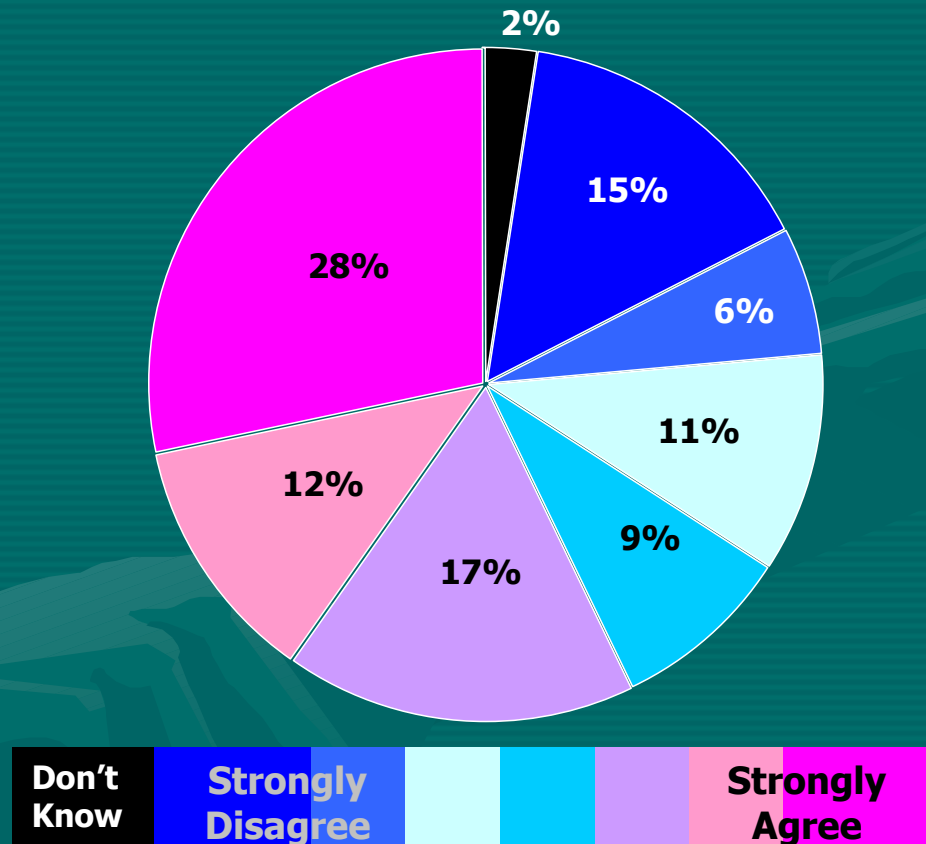


Perceptions of San Antonio's Cultural Environment

(% by strength of agreement with statement 7-point agreement scale n = 507)

"How strongly do you agree or disagree with the statement that..."

"San Antonio needs a major theater or concert hall to provide for additional performing arts for the public"



Don't
Know

Strongly
Disagree

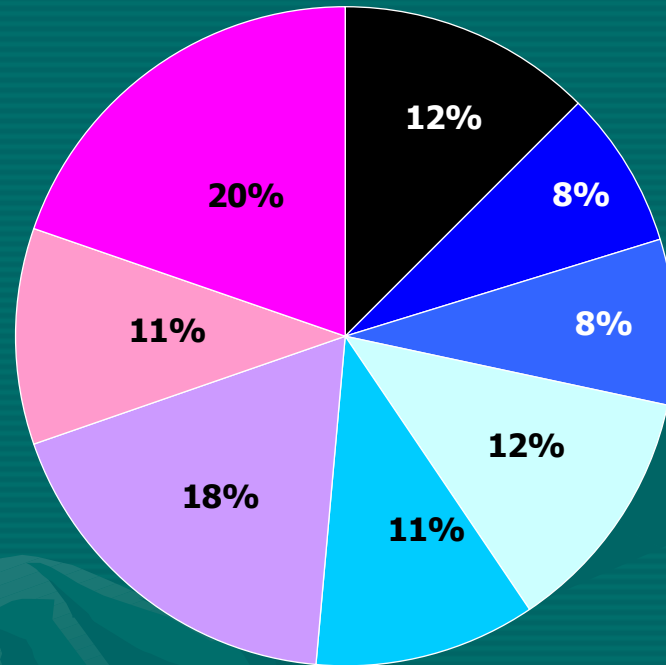
Strongly
Agree

Perceptions of City Government's Support of the Arts

(% by strength of agreement with statement 7-point agreement scale n = 507)

"How strongly do you agree or disagree with the statement that..."

"San Antonio lags behind other major Texas cities in its city government's support of the arts and cultural environment"

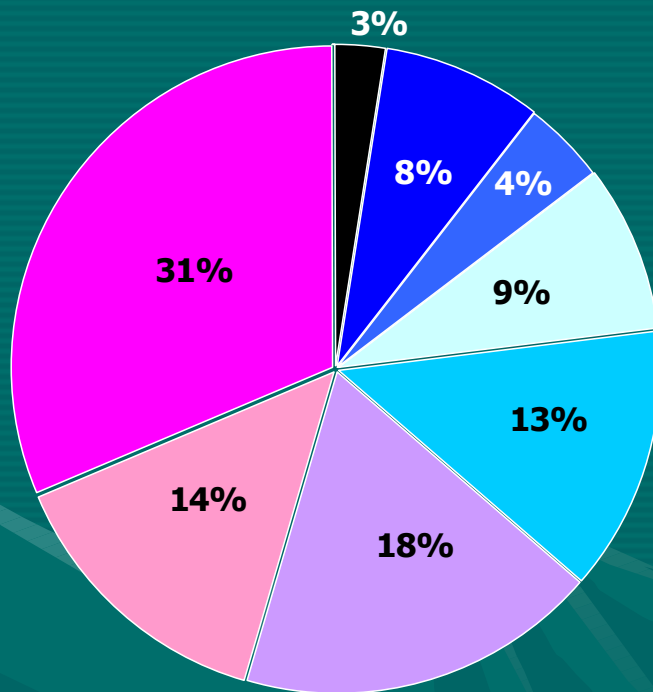


Perceptions of City Government's Support of the Arts

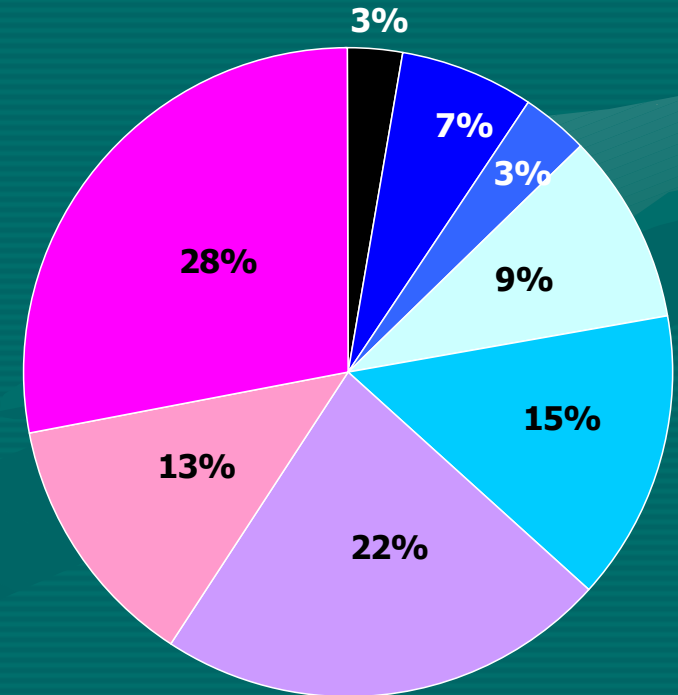
(% by strength of agreement with statement 7-point agreement scale n = 507)

"How strongly do you agree or disagree with the statement that..."

"Our city government should spend more in support of the arts and cultural events"



"More of the city budget should be provided to enhance development of arts and cultural activities in San Antonio"



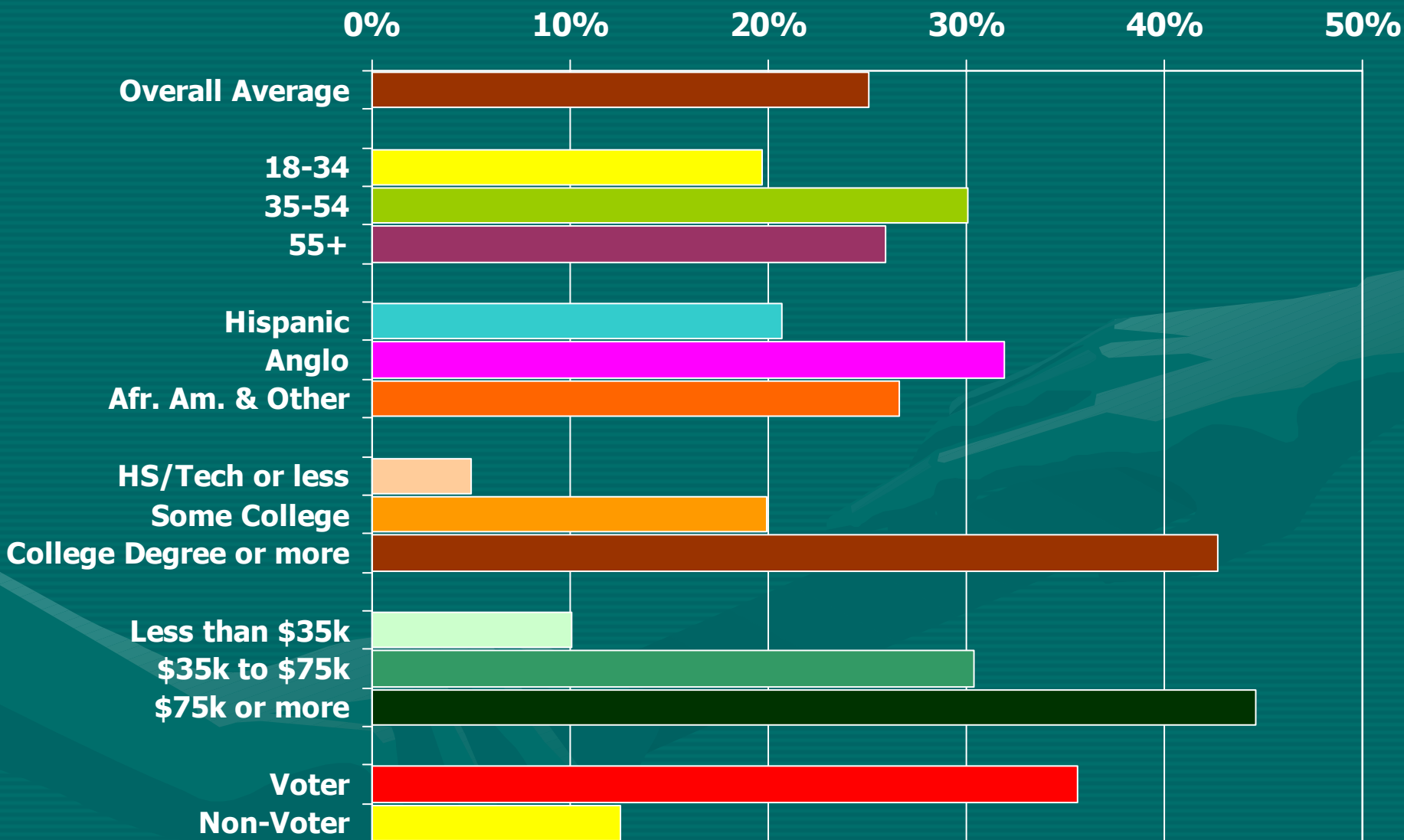
Don't Know

Strongly Disagree

Strongly Agree

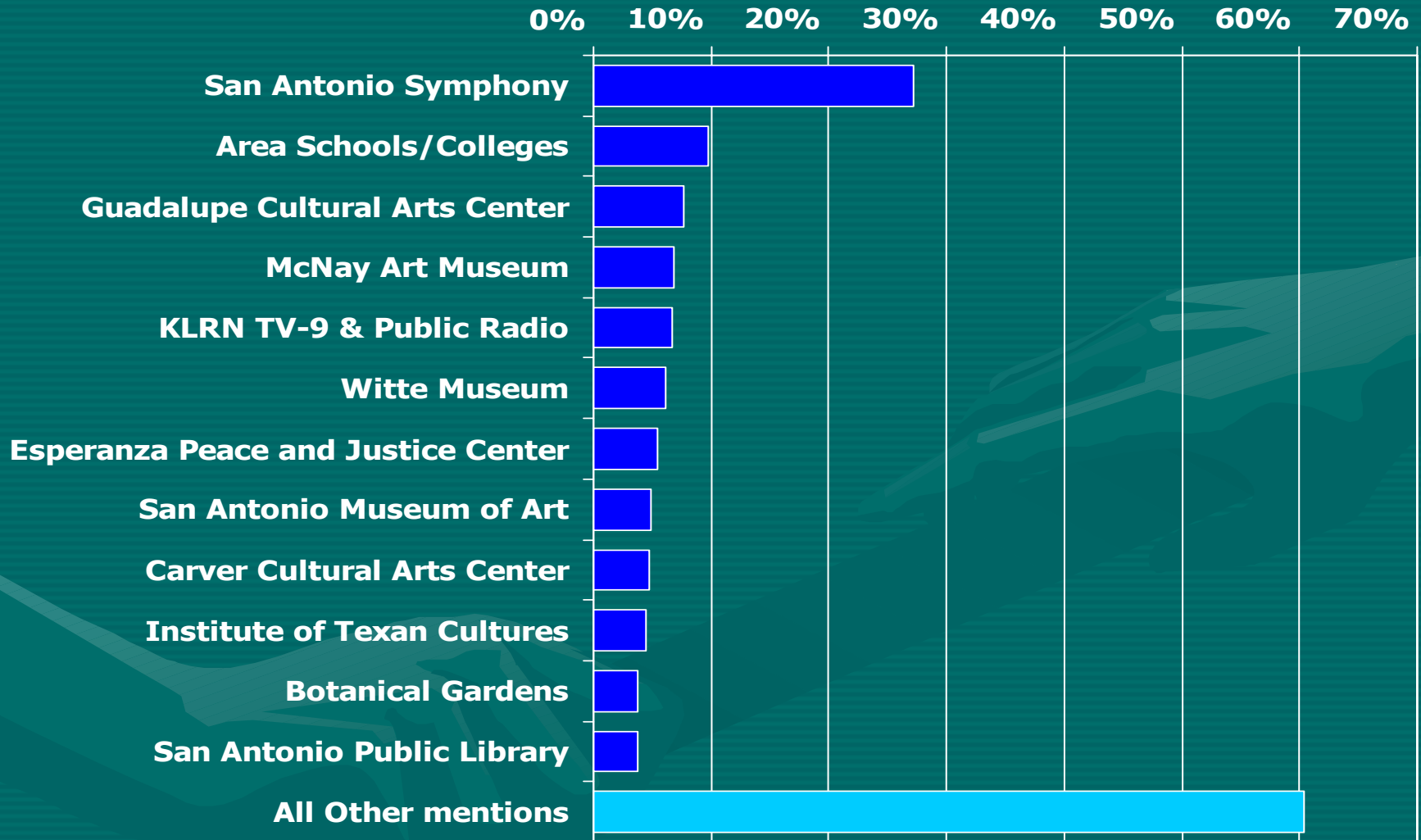
Support Of San Antonio's Arts Organizations

(% Saying They Had Personally Contributed Money in Past Year n=507)



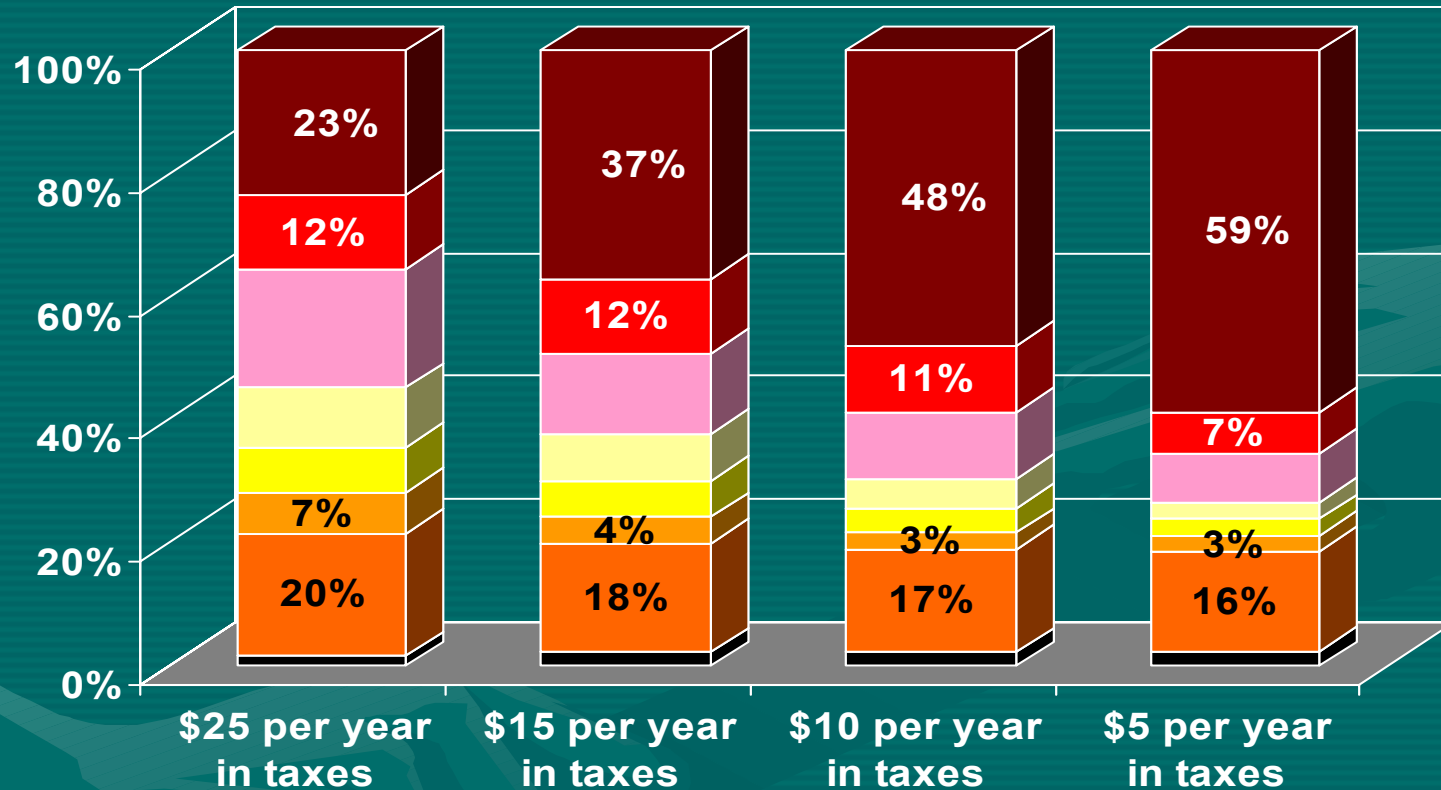
Arts Organizations Supported

(% Mentioning Organization as One Supported in the Past Year n=127)



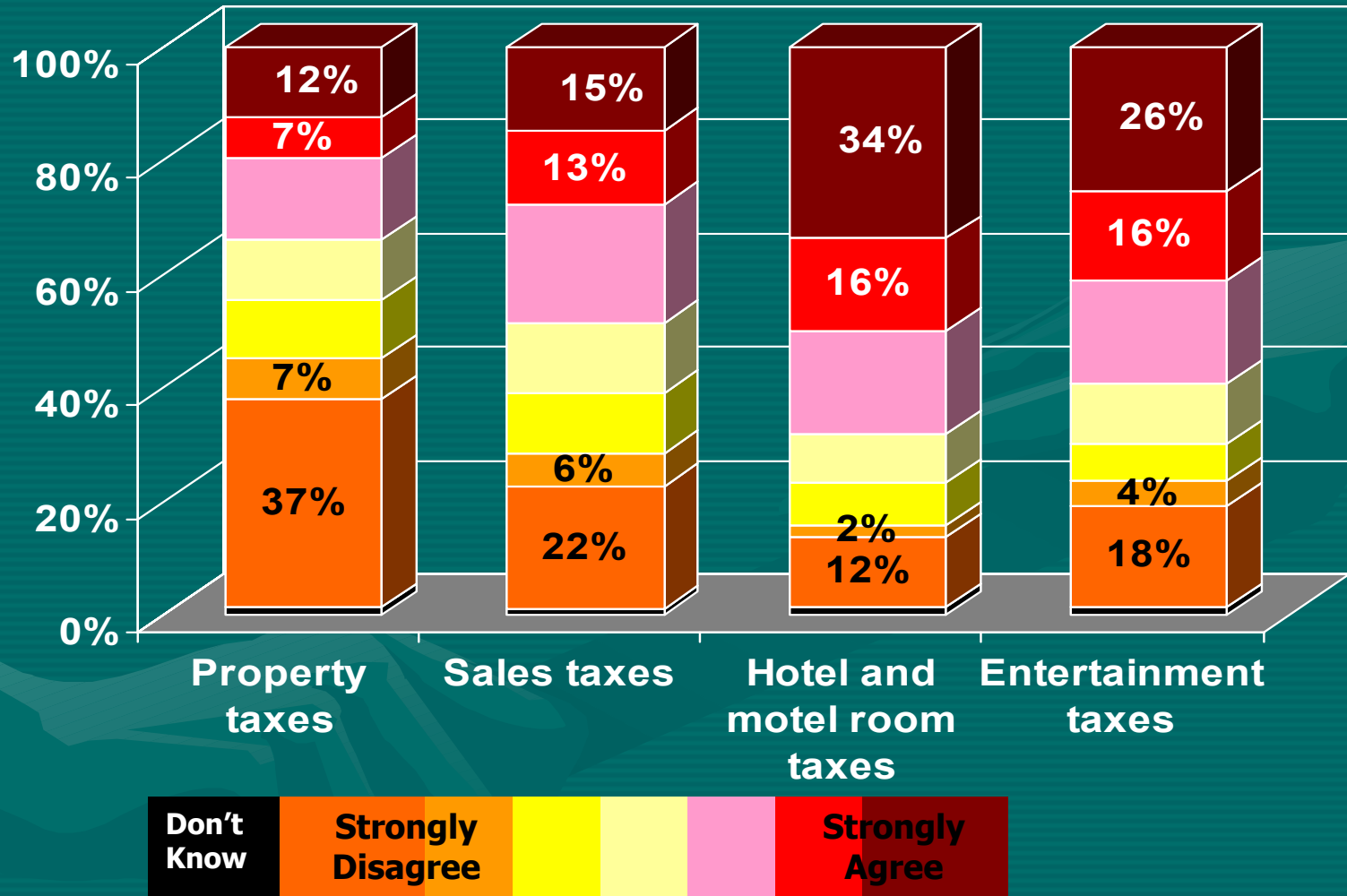
Support for Taxes to Benefit San Antonio Arts and Culture

(% By level of support for additional annual taxes 7-point scale – n=507)



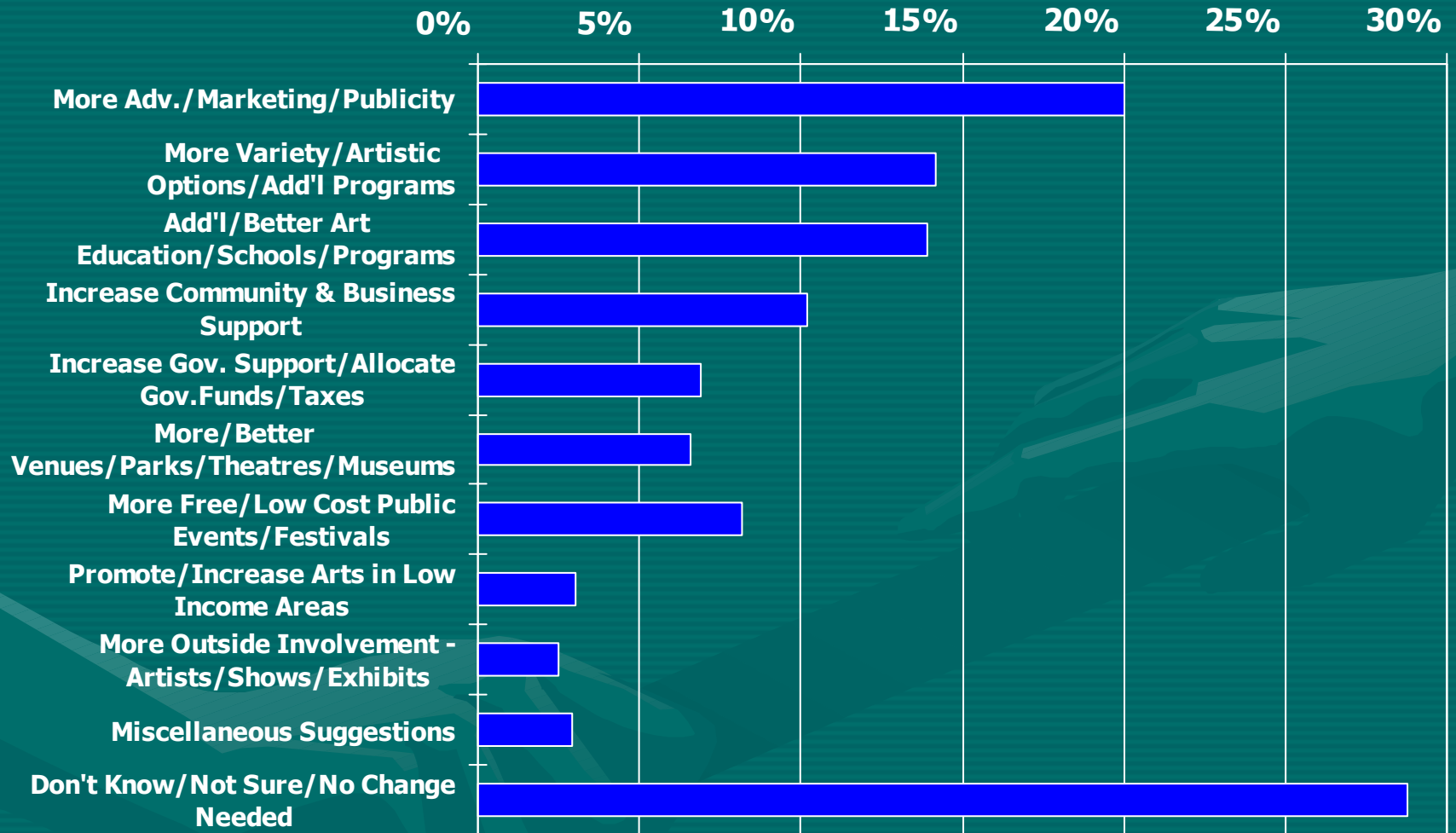
Preferences Regarding Tax Sources to Benefit San Antonio Arts and Culture

(% By level of agreement for each tax type 7-point scale – n=507)



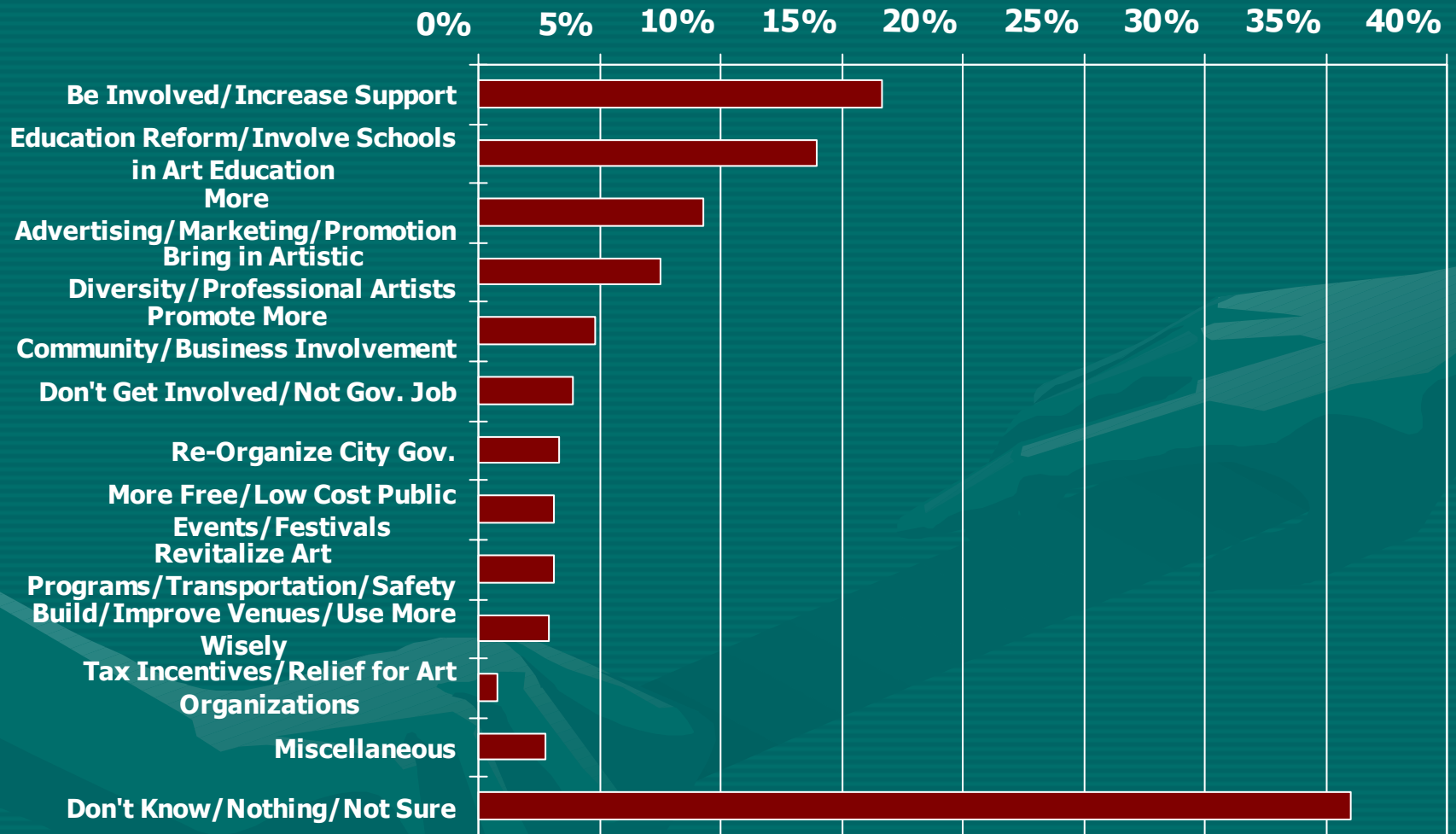
Making San Antonio's Cultural Life Better

(Source coded responses to open-end question n=507)



How Government Can Enrich Cultural Environment

(Source coded responses to open-end question n=507)



Summary Conclusions

Public Participation in Cultural Activities

- **Nine out of ten people in San Antonio have participated in a cultural event or activity in the past year. Most have participated in multiple activities.**
- **The range of cultural activities and events in which San Antonians engage is very broad; from attendance at neighborhood and city-wide festivals to listening to live music in dancehalls and attending theatrical and live dance performances.**
- **Frequent participation in many types of art-related or cultural events is stronger among the better educated and more affluent and is weakest among those with a high school education or less and incomes under \$35,000 per year. Of all identified groups, voters are far more likely than non-voters to participate in cultural or art-related activities.**

Summary Conclusions

Public Participation in Cultural Activities

- While participation at specific events may be higher among certain ages (i.e. young people at rock music concerts) or among certain ethnic groups (i.e. Hispanics at Spanish language plays) the great variety of specific events within most activity categories means that participation in most categories does not vary greatly by ethnicity or age as much as by education or income.
- In San Antonio, the phrase “art and culture” may sound foreign or even intimidating to some poorer and less educated segments. In practice, many San Antonians think of their participation in many types of cultural events as “leisure activities” or “entertainment.” The most popular categories of events include:
 - *Attendance at church or neighborhood festivals*
 - *Listening to live music in night clubs, bars and dancehalls*

Summary Conclusions

Children's Participation in Art-related Activities

- **More than half of all Bexar County households with children have a child who is active in an art-related activity outside school.**
- **The art-related activities that engage the most children are in order of popularity:**
 - Music lessons/playing a musical instrument
 - Storytelling, poetry or creative writing activities
 - Art classes
 - Dance lessons/participating in a dance group
 - Acting lessons or participating in a theatrical group
- **Children in households with an adult over 55 and children in high income households are more likely to participate in music and dance activities but, of all groups, voters are far more likely than non-voters to have a child participating in an art-related activity.**

Summary Conclusions

Public Perceptions Regarding Art Education

- **More than half of all Bexar County adults think that it is very important that...**
 - Public schools increase the amount of art and music education they provide
 - Public schools direct more of their budgets into art and music education without raising taxes
- **More than four in ten adults also state that it would be very important to raise school taxes to provide for additional art education.**

Summary Conclusions

Public Perceptions of San Antonio's Cultural Environment

- **Most people in Bexar County generally agree that San Antonio provides a richer artistic and cultural environment compared to other Texas cities and that the architecture, public spaces and overall urban design in San Antonio is better and more culturally appealing.**
- **Agreement with whether San Antonio needs a new major theatre or concert hall, while still positive is more mixed.**

Summary Conclusions

Public Perceptions of City Government's Support of Arts and Culture

- Even though opinions are mixed on whether San Antonio lags behind other cities in its support of the arts, a majority of people in Bexar County strongly agree that the city government should spend more in supporting cultural events and that more of the city budget should go toward enhancing the development of art and culture in San Antonio.
- One half or more of all people in Bexar County would support a tax initiative in support of the arts at levels of \$15 per year or less in additional taxes. More than two-thirds strongly support such an initiative at the \$5 per year level.
- Support for any art-supported tax initiative is far more likely to receive public approval if it comes through hotel and motel room taxes than through sales or property taxes.
- Although new to many area residents, the concept of an *entertainment tax* to support art and cultural development received nearly the same indications of strong support as hotel room taxes and warrants further exploration.